ShowBiz Pizza Time, Inc.





September 30, 1986

Mr. Joshua Brand
Managing Director-North American Operations
THE TAFT MERCHANDISING GROUP, INC.
415 Madison Avenue
New York, New York 10017

Dear Josh:

Thank you for the quick response to the issues that we discussed in Chicago earlier this month. After considerable discussion, I believe that we now have internal agreement upon a potential plan of action as follows:

Acquire the right to replicate characters from "The Yogi Bear Show" in animatronic form.

Have the licensed character appear only in a "Guest" format, with no further theming.

Choose three locations for a twelve month appearance of Yogi, and maybe Boo Boo.

Establish a fixed fee for the twelve month test as well as cancellation and extension terms.

Establish the terms for potential expansion into all markets.

Our tentative location choices would be Augusta, GA, Colorado Springs, CO, and Peoria, IL.

In these markets we would like to specifically advertise, i.e. "Yogi Bear now at Showbiz". However, if this intent to advertise has a significant impact upon your fee requirement, we can reconsider. Please let me know how you view this.

Before we go too much further together, I believe it would be appropriate for us to review some of the cartoon materials that made the Yogi Bear Show famous. In particular, we are interested in Yogi Bear, Boo Boo, Yakky Doodle and Snagglepuss. Any representative cartoon clips of these characters that you could send me would help greatly as we try to finalize our decision.

CONT.

Regarding the showing of cartoon clips in our locations; the quoted license fee took me by surprise. When combined with the material you are apparently offering, the cost is out of the question for us right now. I was hoping to be able to acquire some of the older cartoons such as Scooby-Doo, Jetson's etc. on terms that are similar to our agreement with Warner for Road Runner, Bugs Bunny, Fog Horn, etc.

The Warner agreement gives us limited performance rights for two years at a cost of less than $6.00 per clip per location. We acquired a total of forty clips from them under these terms. In addition, the master is supplied in a video format, easy to duplicate. If you can come close to these terms for licensing your cartoons, we need to continue discussing them; otherwise, let's forget the cartoons and focus on the animatronic license.

To summarize, we need from you:

1. Cost Proposal
2. Approval of requested locations.
3. Representive Character Cartoon Clips
4. Representive agreement for test and potential expansion.
5. Further input regarding cartoon licensing, if applicable.

Josh, we are prepared to move quickly if we can agree on terms. I look forward to hearing from you soon.

Sincerely,

SHOWBIZ PIZZA TIME, INC.

R. Stanton Black
Vice President
Director Technical Services

RSB/sca

cc: Richard Carman, Taft

THE TAFT MERCHANDISING GROUP, INC.

July 8, 1987

Ms. Jul Kamen
Cosmetic Support Manager
SHOWBIZ PIZZA TIME, INC.
4441 West Airport Freeway
Irving, Texas 75602

Dear Jul:

For your files and pursuant to our phone conversation of today, please be advised that I am approving the near finished Boo Boo Bear based on the photographs which arrived here yesterday. Boo Boo's "Top Knit" as it appears on photos 1 thru 4 is also approved.

I look forward to receiving the next set of photos showing Boo is the barrel wearing his bow tie.

As always, thanks for all your cooperation.

Best regards,

Rick

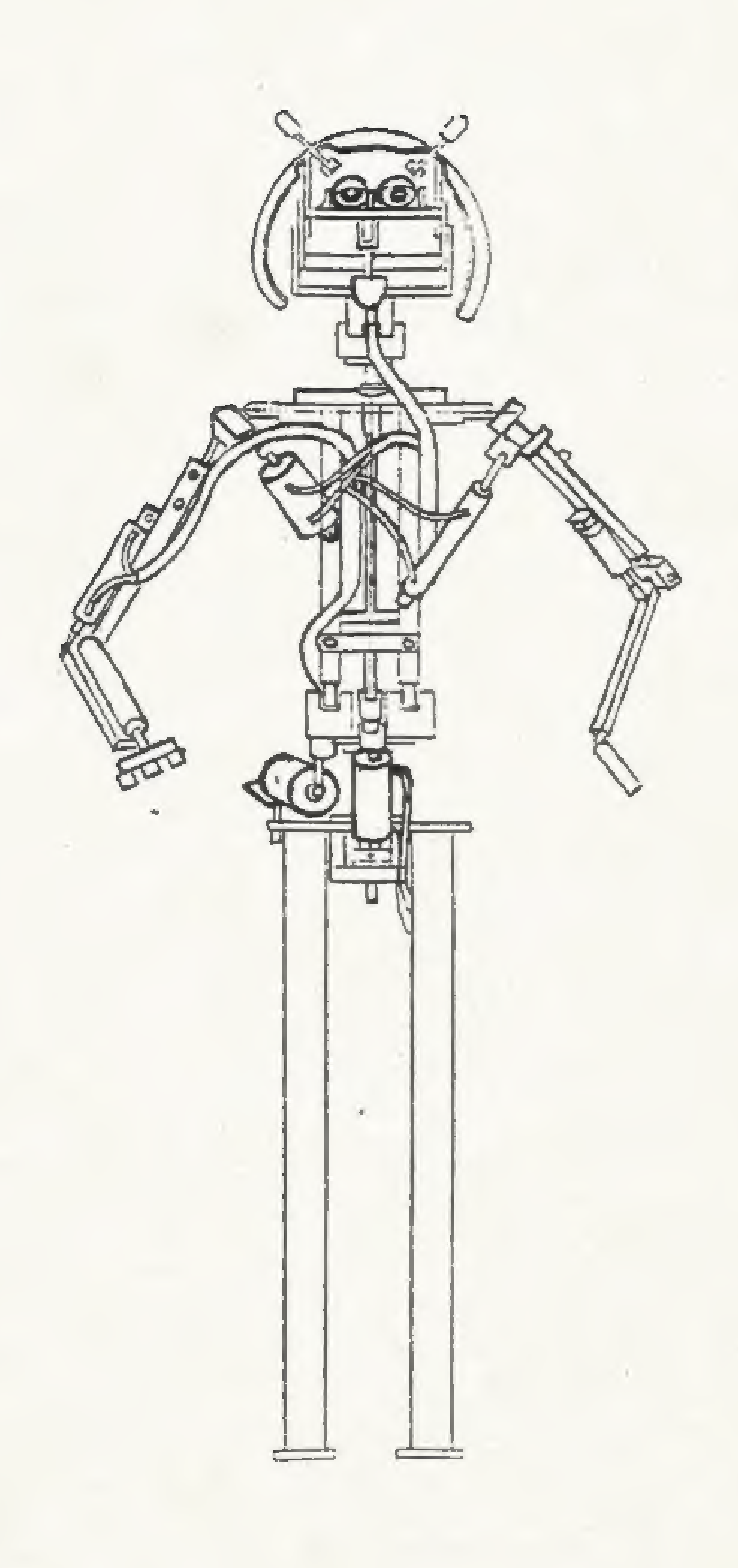
Richard H. Carman
Group Manager

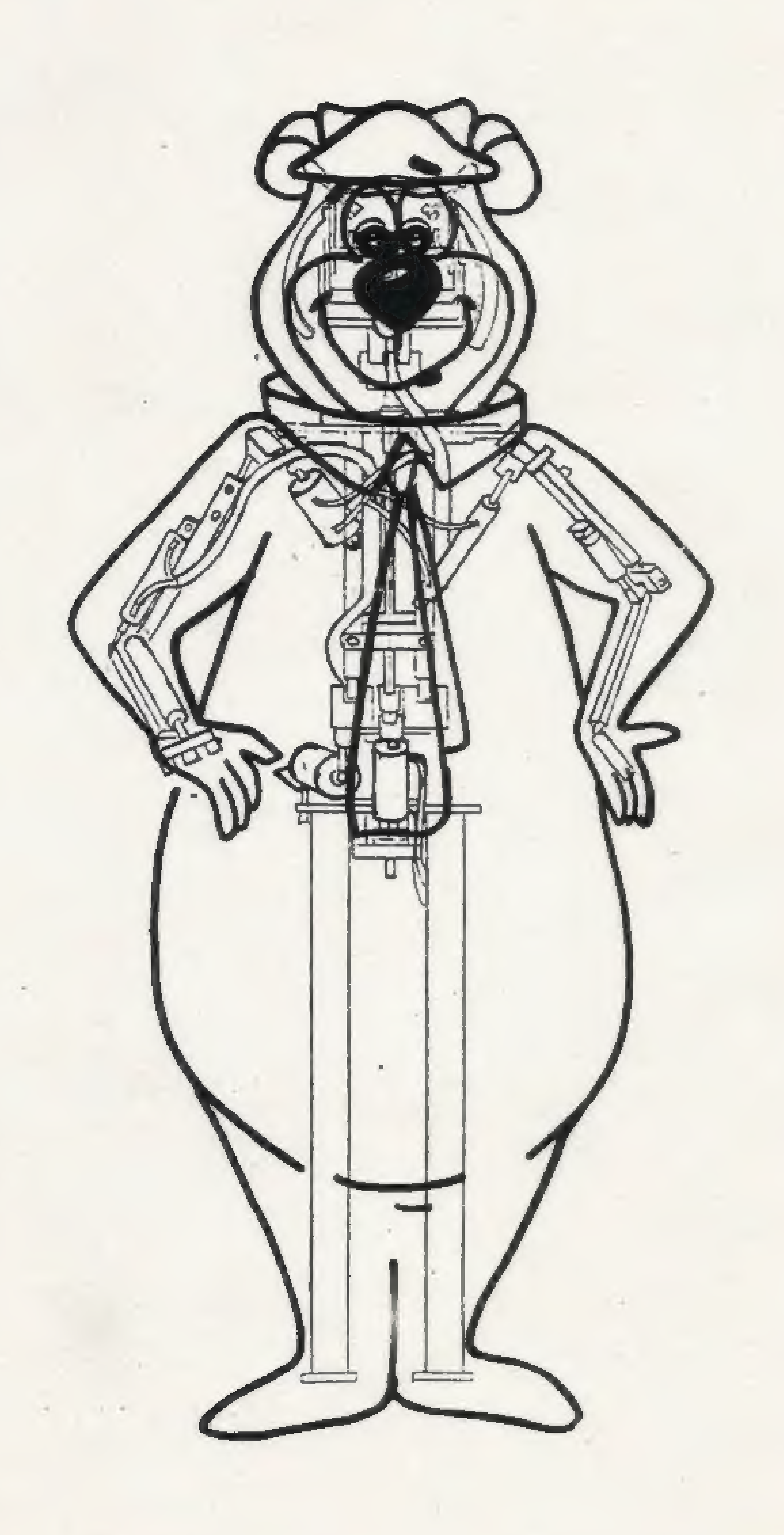
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P.S. I have retained photos for my files.

cc: Stan Black
Paul Linden







YOGI BEAR SHOW
ASSORTED DESIGN MEMOS
(ShowBiz Pizza Time, Inc. / Taft Merchandising Group, Inc.)

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